

CareerAdvisor

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Tip sheet

Building your personal brand



Why is this important?

Build and demonstrate your personal brand so you can seize the opportunities that matter to you and maximize the impact you bring.



Think about it

You will feel the most fulfilled when you bring *who* you are to *what* you do and *how* you do it. This is what it means to be authentic.



What does it look like?

It's authentic

A brand is not spin. It's based in what's real and true about someone.

It's differentiated

A strong brand stands out from the competition. It's unique and valued.

It's memorable

A strong brand creates an experience for others. It creates an emotional connection and goes well beyond a transactional mindset.

Discover what makes you unique

Be self-aware. Ask for feedback from others. Define your signature strengths.

Communicate your unique promise of value

Be clear on who you are and the unique skills and talents you possess. Build your visibility and credibility with those who can help you reach your goals.

Align everything around you to send a consistent message

Each interaction—in the real and virtual world—is an opportunity to be true to your values and demonstrate what you want to be known for.

“When you mask your authenticity, you rob the world of your unique ingredient.”

—William Arruda



Take action

When building your brand, think about:

- What do I want to be known for?
- What type of leader do I aspire to become?
- Who needs to know me in order to reach my goals?
- How can I reinforce my brand message in each interaction?